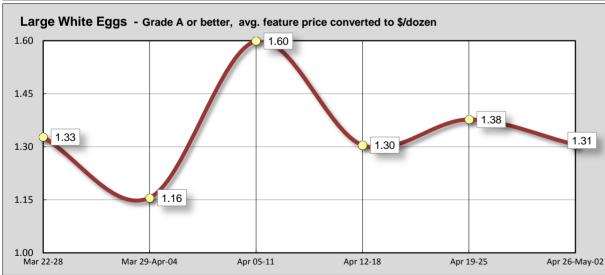
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02. (prices in dollars per carton)

| | · · | | | , | | | | | | | | | | | |
|---|----------------------------|--------|----------|-----------|------|---------|-----------|-----------|------|------------------------|------|--------|------|--|--|
| | SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | | |
| | | | THIS | WEEK | | | PREVIO | JS WEEK | (| PREVIOUS YEAR | | | | | |
| | Feature Rate | 27. | 8% of 23 | ,200 stor | es | 44 | .3% of 23 | 3,200 sto | res | 16.5% of 22,500 stores | | | | | |
| | | X LA | ARGE | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | | | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | | |
| _ | USDA GRADE AA | | | | | | | | | | | | | | |
| R | White 12 pack | 10 | 1.56 | 860 | 1.49 | | | 1,010 | 1.35 | 20 | 1.23 | 610 | 1.31 | | |
| E | White 18 pack | 30 | 2.00 | 580 | 2.41 | | | 1,270 | 2.07 | 40 | 1.93 | 430 | 2.31 | | |
| U | Brown 12 pack | | | | | | | | | | | | | | |
| · | USDA GRADE A | | | | | | | | | | | | | | |

| | | | THIS \ | NEEK | | | PREVIO | JS WEEK | (| PREVIOUS YEAR | | | | |
|--------|----------------|--------|----------|-----------|------|-----------|-------------------|---------|------------------------|---------------|------|--------|------|--|
| | Feature Rate | 27. | 8% of 23 | ,200 stor | 44 | .3% of 23 | 3, 200 sto | res | 16.5% of 22,500 stores | | | | | |
| | | X LA | ARGE | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | |
| R | USDA GRADE AA | | | | | | | | | | | | | |
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| U | Brown 12 pack | | | | | | | | | | | | | |
| L | USDA GRADE A | | | | | | | | | | | | | |
| A | White 12 pack | 30 | 1.04 | 1,750 | 1.24 | 80 | 1.42 | 3,540 | 1.37 | 20 | 0.99 | 1,350 | 1.06 | |
| R | White 18 pack | | | 310 | 0.89 | | | 710 | 2.13 | | | 120 | 1.39 | |
| | Brown 12 pack | | | 30 | 1.99 | | | 170 | 1.29 | | | 30 | 1.19 | |
| | USDA ORGANIC | | | | | | | | | | | | | |
| s | White 12 pack | | | | | | | | | | | | | |
| э Р | Brown 12 pack | 20 | 4.99 | 490 | 4.59 | 190 | 4.57 | 460 | 4.46 | 200 | 4.29 | 410 | 4.09 | |
| E | OMEGA-3 | | | | | | | | | | | | | |
| С | White 12 pack | | 2.99 | 590 | 2.56 | 410 | 2.99 | 440 | 2.79 | 170 | 2.58 | 1,290 | 2.44 | |
| ī | Brown 12 pack | | | | | | | 80 | 2.61 | | | 160 | 3.76 | |
| Ā | CAGE-FREE | | | | | | | | | | | | | |
| L | White 12 pack | | | 280 | 2.95 | 20 | 2.79 | 1,340 | 2.56 | | | | | |
| T | Brown 12 pack | | | 1,040 | 3.02 | | | 1,970 | 2.70 | | | 110 | 2.83 | |
| Υ | VEGETARIAN FED | | | | | | | | | | | | | |
| | White 12 pack | | | 70 | 2.75 | 250 | 1.88 | 260 | 1.91 | | | 210 | 1.99 | |
| | Brown 12 pack | 170 | 2.99 | 350 | 2.95 | | | 360 | 2.93 | 50 | 2.99 | 440 | 2.61 | |

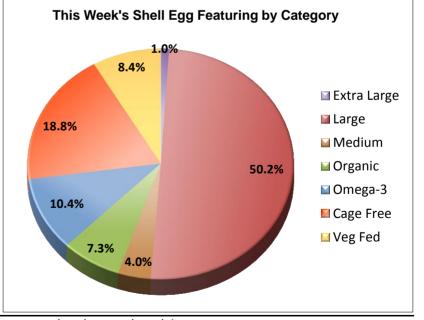


| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 3,600 | 6,780 | 2,620 | Large Eggs on |
| Specialty | 3,150 | 5,780 | 3,040 | Apr-22-2013 |
| Total (includes MD) | 7,030 | 12,980 | 5,810 | 509.5 |
| Special Rate 4/: | 5.8% | 3.5% | 0.5% | down 9.9% |

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity of regular shell eggs dwindles from higher levels seen in last week's circulars. The average price of Grade A, or better, Large white eggs to consumers moves lower. Retailers continue to lure shoppers to the dairy case as the percentage of 'no price' incentives increases. Promotions for specialty shell eggs are fewer in number this week, with a notable decrease in cage free types offered. Other types maintain a steady presence. Featuring of liquid shell egg products improves, particularly the visibility of 14-16 ounce cartons.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

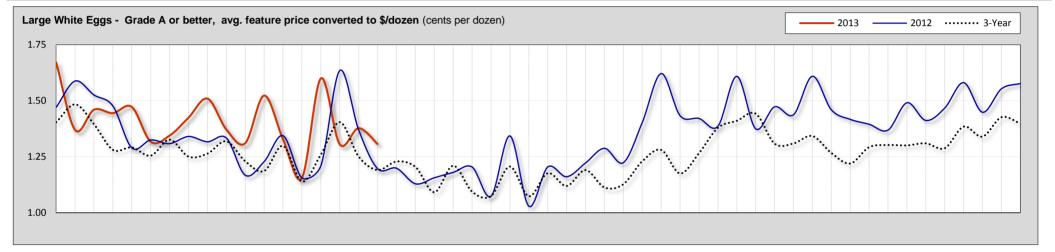
| | | | | | EAST U.S. | | | | | AST U.S. | | | MIDW | EST U.S. | | | | |
|--------------------------------------|------------|--------------------------------|--|--------------------------------|----------------|--------|--------------|-----------------------------------|---------------------------------------|---------------|---|---|--------------------------------|--------------|------------|--------------|--|--|
| | | . 5 . 1/ | | | ,NH,NJ,NY,PA,F | | | | (AL,FL,GA,MS,N | | , | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | |
| Feature Rate 1/ Activity Index 4/ | | | | sampled outlet 50 (includes Me | | | | 30.8% of 6,100 sivity Index = 850 | | | 27.3% of 4,200 sampled outlets Activity Index = 1,510 (includes Medium) | | | | | | | |
| CLASS | | EXTRA LARGE LARGE | | | | | | LARGE | • | RGE | | LARGE | LARGE | | | | | |
| | | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | | | |
| USDA White 12 pack | | | | | | | | | - | | _ | | - | | | | | |
| GRADE | | White 18 pack | | | 2.29 | 170 | 2.29 | | | | | | | | | | | |
| | AA | Brown 12 pack | | 14/1:: 40 | | | | | MII ': 40 I | | | | 1411 11 10 1 | | | | | |
| _ | | MEDIUM | 0.89 | White 12 pack 10 0.89 | | 350 | 1.02 | | White 12 pack | 0.88 - 2.00 | 510 1.60 | | White 12 pack | 0.79 - 1.50 | 790 | 1.08 | | |
| | SDA | White 12 pack White 18 pack | 0.89 | 10 0.69 | 0.96 - 1.50 | 130 | | | | 0.88 - 2.00 | 510 1.60 | | | 0.79 - 1.88 | 790 140 | 1.08 | | |
| | | Brown 12 pack | | | 0.17 - 1.78 | 130 | 0.23 | | | | | | | 1.99 | 30 | 1.19 | | |
| GRADE A | | ' | | White 12 pack | | | | | White 12 pack | | | | White 12 pack | 0.99 - 1.13 | 90 | 1.01 | | |
| | | MEDIUM | | White 30 pack | | | | | White 30 pack | | | | White 30 pack | | | | | |
| | USDA | A ORGANIC | | | | | | | | | | | | | | | | |
| s | | White 12 pack | | | | | | | | | | | | | | | | |
| P | | Brown 12 pack | 4.99 | 20 4.99 | 3.99 - 5.79 | 200 | 4.68 | | | 5.49 | 20 5.49 | | | 2.79 - 4.69 | 210 | 4.52 | | |
| E | OME | GA-3 | 0.00 | 400 0.00 | 4.00 | 400 | 0.00 | | | 4.00 | 00 4 00 | 0.00 | 40 000 | 4.00 | 40 | 0.50 | | |
| С | | White 12 pack Brown 12 pack | 2.99 - 3.00 | 130 2.99 | 1.99 - 3.00 | 460 | 2.68 | | | 1.99 | 90 1.99 | 2.99 | 10 2.99 | 1.99 - 2.99 | 40 | 2.58 | | |
| 1 | CAGI | E-FREE | | | | | | | | | | | | | | | | |
| A | 0,10. | White 12 pack | | | | | | | | | | | | 2.50 | 30 | 2.50 | | |
| 누 | | Brown 12 pack | | | 2.00 - 3.99 | 170 | 2.94 | | | 3.34 | 200 3.34 | | | 2.50 - 2.99 | 170 | 2.80 | | |
| Ÿ | VEGE | TARIAN FED | | | | | | | | | | | | | | | | |
| | | White 12 pack | | | 1.99 - 3.99 | 70 | _ | | | | | | | | | | | |
| | | Brown 12 pack | 2.99 | 170 2.99 | | 170 | 2.99 | | 2011 | 2.50 | 30 2.50 | | | | | | | |
| | | | | | ENTRAL U.S | | | | | VEST U.S. | | | | WEST U.S. | | | | |
| | - | Data 1/ | , | | A,MO,NM,OK,TX | , | | | , : | H, NV) | | | (, , | ,OR,WA,WY) | _ | | | |
| | | iture Rate ^{1/} | | | sampled outlet | | | | 38.4% of 2,900 s vity Index = 1,71 | - | | 11.3% of 1,200 sampled outlets Activity Index = 130 (includes Medium) | | | | | | |
| | | White 12 pack | Activity Index = 780 (includes Medium) k 0.88 - 1.50 290 1.18 | | | | | 1.56 | 10 1.56 | 1.19 - 1.99 | 510 1.71 | A | 0.88 - 1.99 | | | | | |
| | SDA | White 18 pack | | | 0.00 | 200 | 0 | 2.00 | 30 2.00 | 1.50 - 2.88 | 370 2.51 | | | 1.99 | 40 | 1.99 | | |
| | RADE AA | Brown 12 pack | | | | | | | | | | | | | | | | |
| | AA | MEDIUM | | White 12 pack | | | | | White 12 pack | | | | White 12 pack | | | | | |
| | | White 12 pack | | | 1.18 - 1.67 | 90 | | 1.08 - 1.19 | 20 1.11 | 1.20 - 2.50 | 10 1.91 | | | | | | | |
| | SDA | White 18 pack | | | 1.98 - 1.99 | 30 | 1.98 | | | 2.00 | 10 2.00 | | | | | | | |
| GF | RADE | Brown 12 pack | | 14/1:// | 0.00 4.40 | 440 | 0.05 | | M# ': 40 I | 0.00 4.05 | 50 004 | | 1411 11 10 1 | 0.00 | | 0.00 | | |
| | Α | MEDIUM | | White 12 pack White 30 pack | | 110 | 0.95 2.50 | | White 12 pack White 30 pack | 0.88 - 1.25 | 50 0.94 | | White 12 pack White 30 pack | 0.88 3.50 | 20 10 | 0.88 3.50 | | |
| | USD | A ORGANIC | | Write 30 pack | 2.30 | | 2.50 | | Wille 30 pack | | | | Write 30 pack | 3.30 | 10 | 3.30 | | |
| | | White 12 pack | | | | | | | | | | | | | | | | |
| S | | Brown 12 pack | | | | | | | | 3.99 - 4.49 | 60 4.30 | | | | | | | |
| P | OME | | | | | | | | | | | | | | | | | |
| E | | White 12 pack | | | | | | | | | | | | | | | | |
| ı | | Brown 12 pack | | | | | | | | | | | | | | | | |
| Α | CAG | E-FREE | | | | | | | | 3.00 | 250 2.00 | | | | | | | |
| L | | White 12 pack Brown 12 pack | | | 2.99 | 120 | 2.99 | | | 2.99 - 3.00 | 250 3.00 320 3.00 | | | | | | | |
| T | VEGF | TARIAN FED | | | 2.39 | 100 | دو.2 | | | 2.00 - 0.00 | 320 3.00 | | | | | | | |
| Y | | White 12 pack | | | | | | | | | | | | | | | | |
| | | Brown 12 pack | | | 2.99 | 80 | 2.99 | | | 2.99 | 70 2.99 | | | | | L | | |
| _ | • | | | | • | | | • | | | | | | | | | | |

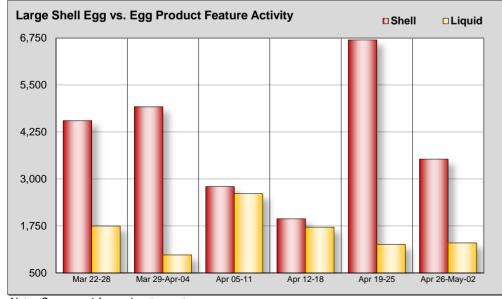
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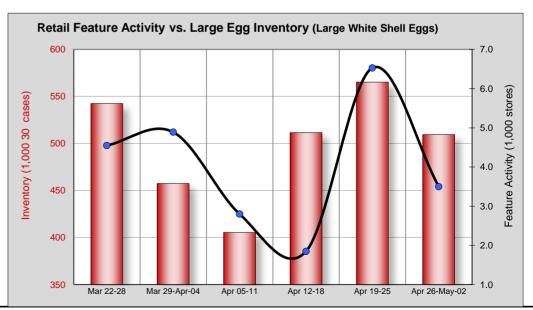
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

(prices in dollars per carton)

| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|---------------|---------------|---------------|------------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|----------------|-----------------------|------------------|
| 1/ Feature Rate | 5.5% | 5.4% | 3.1% | 10.3% of 4,600 sampled | | 2.0% of 6,100 sampled | | 7.3% of 4,200 sampled | | 2.2% of 4,200 sampled | | 8.9% of 2,900 sampled | | 2.2% of 1,200 sampled | |
| 2/ Activity Index | 1,300 | 1,260 | 970 | Activity In | dex = 470 | Activity Index = 130 | | Activity Index = 310 | | Activity Index = 100 | | Activity Index = 260 | | Activity Index = 30 | |
| | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Ra | nge Stores Avg | Price Ran | ge Stores Avg 3/ |
| 14-16 oz. crtn | 1,180 2.62 | 810 2.29 | 730 2.52 | 2.29 - 2.99 | 370 2.90 | 2.50 - 2.99 | 130 2.63 | 2.00 - 2.50 | 310 2.41 | 2.50 | 80 2.50 | 2.50 - | 2.99 260 2.5 | 2.50 - 2 | .99 30 2.62 |
| 32 oz. crtn | 120 4.82 | 420 4.93 | 30 4.97 | 4.99 | 100 4.99 | | | | | 3.99 | 20 3.99 | | | | |
| 3 - 4 oz. cup | | 30 2.39 | 210 2.39 | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | |







Note: See page 1 for explanatory notes.